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Title:

Press release: Chrysler Workforce Expansion

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PRESS RELEASE FROM THE PREMIER, MR. DUNSTAN.

Embargoed Releasable 1130.

23.1.73

CHRYSLER WORKFORCE EXPANSION.

Chrysler Australia Ltd. is to increase its workforce by at least 700 people by September, the Premier, Mr. Dunstan, announced today.

He was speaking after talks with the Company's Managing Director, Mr. Paul Moore.

The build up will be carried out progressively with 250 people taken on immediately at Chrysler's Tonsley Park and Lonsdale plants, of whom 150 have been taken on since January 17.

Mr. Dunstan described the announcement as "very good indeed for South Australia".

"It suggests that we may be at the turning point in the extremely worrying level of unemployment of recent months.

"Because of the very great importance of motor car manufacture to South Australia we can anticipate considerable flow on benefits to the rest of the economy from Chrysler's announcement."

The additional 700 people will bring the total work-force employed in South Australia by Chrysler to about 8,200.

Detailing plans for the increase, Mr. Moore said that the Company was increasing its workforce to meet an expected increase in demand for its vehicles in 1973.

Anticipating improved economic conditions in 1973 and 1974 has enabled the Company to plan for increased production, he said.

The employment build up will affect all sections of Chrysler's production operations from its foundry facilities through to its assembly lines.

Chrysler expects that at least thirty per cent of the additional people will be women.

Mr. Moore said that the increases in employment plans clearly indicated the faith that the Company had in Australia's economy.

"Not only do we feel that the economy will pick up, but Chrysler also sees itself obtaining a greater share of the Australian market in 1973.

"Chrysler will return to its previous position in the market and product plans for 1973 enables the Company to plan confidently for the future", he said.

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